

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.
DEM1P009SERIAL NO.
10/007,002LIST OF DOCUMENTS CITED BY APPLICANT
TO COMPLY WITH 37 C.F.R. 1.56

APPLICANT

Neal et al.

FILING DATE
11/30/01GROUP
2161

U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
ERC	AA	6,094,641	07/25/00	Ouimet et al.	705	10	
	AB	6,078,893	06/20/00	Ouimet et al.	705	10	
	AC	5,987,425	11/16/99	Hartman et al.	705	20	
	AD	5,878,400	03/02/99	Carter, III	705	20	
	AE	5,873,069	02/16/99	Reuhl et al.	705	20	
	AF	5,822,736	10/13/98	Hartman et al.	705	1	
	AG	5,377,095	12/27/94	Maeda et al.	364	401	
	AH	5,117,354	05/26/92	Long et al.	364	401	
	AI	6,032,125	02/29/00	Ando	705	10	
	AJ	6,009,407	12/28/99	Garg	705	10	
	AK	5,712,985	01/27/98	Lee et al.	395	207	
	AL	6,125,355	09/26/00	Bekaert et al.	705	36	
	AM	6,032,123	02/29/00	Jameson	705	8	
	AN	6,029,139	02/22/00	Cunningham et al.	705	10	
	AO	5,918,209	06/29/99	Campbell et al.	705	5	
	AP	5,249,120	09/28/93	Foley	364	401	
ERC	AQ	6,308,162	10/23/01	Ouimet et al.	364	401	

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							YES	NO
ERC	AR	WO 98/53415	11/26/98	Ouimet et al.				

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Cosimang, E.

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	AT	6,205,431	03/30/01	Willemain et al.	705	10	
	AU	5,459,656	10/17/95	Fields et al.	364	401	
	AV	5,299,115	03/29/94	Fields et al.	364	401	
	AW	5,799,286	08/25/98	Morgan et al.	705	30	
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ERC	BA	"Report of Novelty Search" by Patentec, dated Feb, 9, 2001					
ERC	BB	"Report of Novelty Search" by Patentec, dated July 25, 2001					
ERC	BC	Stephen J. Hoch et al., "Store Brands and Category Management", The Wharton School, University of Pennsylvania, March 1998, pp. 1-38					
ERC	BD	Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", University of Pennsylvania, Working Paper 98-009, pp. 1-48					
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ERC	BG	Robert C. Blattberg et al., "How Promotions Work", Marketing Science, Vol. 14, No. 3, Part 2 of 2, 1995, pp. G122-G132					
ERC	BH	Peter M. Guadagni et al., "A Logit Model of Brand Choice Calibrated on Scanner Data", Marketing Science, Vol. 2, No. 3, Summer 1983, pp. 203-238					
ERC	BI	Lee G. Cooper et al., "Standardizing Variables in Multiplicative Choice Models", Journal of Consumer Research, Vol. 10, June 1983, pp. 96-108					
ERC	BJ	Eileen Bridges et al., "A High-Tech Product Market Share Model With Customer Expectations" Marketing Science, Vol. 14, No. 1, Winter 1995, pp. 61-81					

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U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE	ATTY. DOCKET NO. DEM1P009	SERIAL NO. 10/007,002
	APPLICANT Neal et al.	
	FILING DATE 11/30/01	GROUP 2161

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ERC	BL	Jagmohan S. Raju, "The Effect of Price Promotions on Variability in Product Category Sales", Marketing Science, Vol. 11, No. 3, Summer 1992, pp. 207-220
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ERC	BN	Fusun Gonul, "Modeling Multiple Sources of Heterogeneity in Multinomial Logit Models: Methodological and Managerial Issues", Marketing Science, Vol. 12, No. 3, Summer 1993, pp. 213-229
ERC	BO	Robert M. Schindler et al., "Increased Consumer Sales Response through Use of 99-Ending Prices", Journal of Retailing, 6/1/96, p. 187
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ERC	BR	Sunil Gupta, "Reflections on 'Impact of Sales Promotions on When, What, and How Much to Buy'", Journal of Marketing Research, Vol. XXX, November 1993, pp. 522-24
ERC	BS	Richard A. Briesch, "Does it Matter How price Promotions Are Operationalized?", Marketing Letters 8:2 (1997), pp. 167-181
ERC	BT	Byung-Do Kim et al., "Modeling the Distribution of Price Sensitivity and Implications for Optimal Retail Pricing", Journal of Business & Economic Statistics, July 1995, Vol. 13, No. 3
ERC	BU	William R. Dillon et al., "A Segment-level Model of Category Volume and Brand Choice", Marketing Science, Vol. 15, No. 1, 1996, pp. 38-59
ERC	BV	Stephen J. Hoch et al., "Determinants of Store-Level Price Elasticity", Journal of Marketing Research, Vol. XXXII (February 1995), pp 17-29
ERC	BW	Magid M. Abraham Et al., "An Implemented System for Improving Promotion Productivity Using Store Scanner Data", Marketing Science, Vol. 12, No. 3, Summer 1993
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ERC	CA	Smith, Mathur, & Kohn; "Bayesian Semiparametric Regression: An Exposition and Application to Print Advertising;: January 3, 1997; Australian Graduate School of Management, University of New South Wales, Sydney 2025, Australia
ERC	CB	Blattberg and Deighton, "Manage Marketing by the Customer Equity," Harvard Business Review, July-August 1996, pp. 136-144
ERC	CC	Christen, Gupta, Porter, Staelin & Wittink; "Using Market-Level Data to Understand the Effectiveness of Promotional Activities;" December 22, 1995
ERC	CD	Ross Link, "Are Aggregate Scanner Data Models Biased?," Journal of Advertising Research, September/October 1995, pp. RC8-RC12, ARF
ERC	CE	Russell et al., "Understanding Brand Completion Using Micro and Macro Scanner Data," Journal of Marketing Research, Vol. XXXI (May 1994), pp. 289-303
ERC	CF	John Philip Jones, "The Double Jeopardy of Sales Promotions," Harvard Business Review, September-October 1999, pp. 145-152
ERC	CG	Buzzell, Quelch, & Salmon; "The Costly Bargain of Trade Promotion;" Harvard Business Review, Reprint 90201, March-April 1990, pp. 1-9
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ERC	CI	Montgomery: "The Impact of Micro-Marketing on Pricing Strategies", 1994 The University of Chicago Vol. 55/12-A of Dissertation of Abstracts International, pg. 3922 (Abstract Only)
ERC	CJ	Busch: "Cost Modeling as a Technical Management Tool", Research-Technology Management, Nov/Dec 1994, vol. 37, no. 6, pgs 50-56
ERC	CK	"PacifiCorp IRP: Renewables Costs Must Drop 65% to be Competitive with Gas"

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